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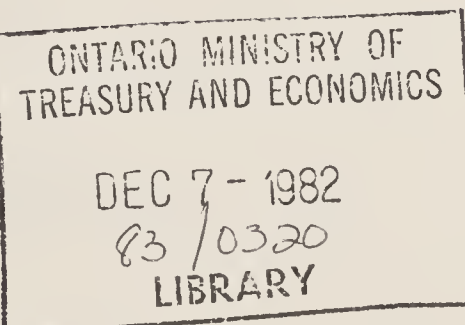
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December
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TOPICAL and JOB MART READERSHIP SURVEY



Ministry of
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SECTION I
BACKGROUND AND SUMMARY INFORMATION

Introduction

In March 1978, the Civil Service Commission distributed a questionnaire to all Ontario civil servants. In order to ensure that all employees were made aware of the opportunity to respond, the questionnaire was handed out together with pay cheques. The purpose was to attempt an assessment of the content and the depth and quality of readership associated with the publications Topical and Job Mart.

Subsequently, the response was edited, coded, and put into tape form by the Civil Service Commission. In late October 1978, this output tape, and ancillary data concerning the distribution for all civil servants of characteristics such as age, sex, salary, etc., were handed over for analysis to Central Statistical Services of the Ministry of Treasury and Economics. The following report is the result of such analysis.

The questionnaire itself is composed of twelve numbered parts, each containing one or more questions. In order to clarify the relationship between a response and a potential reaction to the response, the analysis of questions has been structured into three groupings. The first group consists of response to questions from the numbered parts two, four, and five of the questionnaire (i.e. fourteen questions), and concerns content within the publications. The second group examines reader use and interest from numbered parts one, three, six, seven, nine, ten, and eleven (i.e. eight questions). The third group relates to timeliness of Topical and Job Mart, and is based on the numbered part, eight, of the questionnaire. Part twelve is not within one of the above groups; it is a list of nine reader profile characteristics against which the other questions are cross-classified in Section III.

Validity of Sample Data

Questionnaires were distributed to approximately 69,000

Ontario civil servants who comprise the population under study. The sample from the population consisted of the 12,843 civil servants who returned the questionnaires as instructed. The size of the sample is approximately 18.5% of the total population. Although this is a large sample size, greater accuracy is not guaranteed since the probability of including any given civil servant in the sample may not be exactly the same for all civil servants. For example, it is possible that civil servants who returned the questionnaire were, as a group, more interested in Topical than those who did not return a completed questionnaire. However, there is no evidence to suggest this or any other explanation.

A statistical analysis has been performed to test the similarity of the distribution of respondents (i.e. the sample) against the distribution of all Ontario civil servants (i.e. the population). The basis of the test is to compare the reader profile characteristics from the sample against the same characteristics which are known for the population. If differences for most characteristics are larger than would occur by chance, then there may be some bias in the results. Appendix 3 gives the known data for the population and Appendix 1 shows details of the statistical analysis.

The variables tested included age, salary, years worked for the Ontario Public Service (OPS), sex, job location, staff group, and negotiating status. The sample was divided into 12,471 respondents who indicated they read the publications and 372 who indicated they do not read Topical and Job Mart. Separate statistical tests on both samples indicate clearly that differences between the sample and the population are larger than would occur by chance. It follows that respondents are slightly over or under represented in the sample with respect to the reader profile characteristics. A small bias will occur in as much as these characteristics affect the nature of the response to questions. This bias will not seriously affect the validity of any data presented.

Overall, the results of the survey are accurate assessments of the population of civil servants who read Topical and Job Mart on a regular basis. However, there is uncertainty with the particular question concerning the actual percentage of civil servants who read Topical and Job Mart (97.1%). This single statistic is less reliable and should be viewed independently from other results.

Summary - Conclusions

Ontario civil servants, through the questionnaire, have clearly outlined to the Civil Service Commission their opinions on the publications, Topical and Job Mart. Content assessment, trends, and patterns of readership are sharply set in focus by the response set of data from the survey. A noteworthy result is the high degree of acceptance and readership of the publications by Ontario Public Service employees. It would appear that the challenge is not to pull in the relatively few non-readers, but rather to adjust content emphasis slightly to better fit the expectations of the existing readership. The survey results suggest that the publications do not require major (or any) adjustments to maintain their high popularity. Yet, with only about eight per cent of respondents rating Topical as excellent, complacency is not advocated.

Generally, the readership views Topical as an information medium about working conditions and environment. These areas score highly with respondents, who, relative to other areas, want more such content. Nevertheless, the other interest areas such as light humor, focal point, etc. are quite popular and should not be reduced. The respondents are indicating that the desired increase in work-related content should not be offset by major reductions elsewhere, with the possible exception of French Language Articles. The survey results suggest that an appropriate strategy to increase both reader interest and use of Topical would focus on providing more content in the work-related areas, and the same or more content in most other topic areas. It is expected that such a strategy will increase the physical size of the publication.

The reader characteristics examined in this report do, in most instances, affect the nature of the response to particular questions. Definite preferences and trends emerge with respect to both content and patterns of use. For example, age grouping shows the strongest overall effects where rising age is concomitant with deeper involvement and interest. Higher salaries are generally associated with higher educational level, and respondents, as might be expected, show many similar trends in opinion across these two characteristics. Differences by sex are most evident from opinions of "Women on the Move" where younger females are highly interested, older females more indifferent, and males much less enthusiastic. Much similar detail is available in Section III, and can be useful to the producers of Topical and Job Mart to better understand the nature of their readership.

SECTION II
ANALYSIS OF OVERALL RESPONSE

A - Content Within Topical and Job Mart

The numbered part, two, of the questionnaire concerned specifically the opinion of respondents with respect to content presently appearing within Topical. Should the quantity of content, identified by type or category, be expanded, contracted, or left as is?

PERCENTAGE OF RESPONDENTS WANTING:			
	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counselling and Training Programs	66.2	1.0	32.8
Feature Articles On In-House Programs and Employees	35.3	8.8	55.9
Articles on Management/ OPSEU Labour Negotiations	43.9	8.5	47.6
French Language Articles	9.4	38.1	52.5
Letters to the Editor	29.9	6.6	63.5
Wry & Ginger	19.7	12.5	67.8
Cartoons	28.2	8.8	63.0
Women on the Move	18.0	25.2	56.8
Focal Point	16.7	6.9	76.4
Senior Staff Appointments	10.8	21.0	68.2
Job Advertisements	56.0	2.4	41.5

Over half of the respondents indicated that they wanted more of the category - News Articles Regarding Salary and Fringe Benefits, etc., and of the category - Job Advertisements. Almost half asked for more Articles on Management/OPSEU Labour Negotiations, and over a third for more Feature Articles on In-House Programs and Employees. Letters to the Editor and Cartoons ranked next at just under a third of the respondents. The general indication here is that readers of Topical and Job Mart are most interested in news and information directly related to their work environment, and they consider this to be of primary importance in these publications. Topical is viewed more as a work-related information medium than as entertainment.

French Language Articles, Senior Staff Appointments, and Women on the Move, exhibit relatively low popularity among respondents. The percentages under the column, less, are a fair indication of antagonism or irritation of particular content. In this regard, a very high 38.1% of the respondents want less of the category French Language Articles. Presently, articles appear only occasionally in French, suggesting that the response, less, can be safely interpreted to mean none. The low popularity of Senior Staff Appointments is attributable more to lack of general interest than any reaction. However, articles on Women on the Move definitely elicit a reaction; almost one-fifth of the respondents want more, while one-quarter want less suggesting an apparent conflict of opinion. Intuitively, this points to a probable male backlash - an aspect that will be examined in Section III.

The category, Wry and Ginger, presents some difficulty with interpretation. Some respondents may have assumed that indicating a preference for more or less referred to the length of the column, while others to a category for articles on light humour or articles by a regular contributor. The feature itself is popular with two-thirds of the respondents wanting content as is.

PERCENTAGE OF RESPONDENTS FINDING:			
	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function	22.3	72.9	4.8
Job Advertisements Indicate Clearly Qualifications Needed	22.6	70.4	7.0
	Yes		No
Regional Content is Properly Balanced	61.7		38.3

Generally, the questions asked solicited opinion on content as presently provided. Opinions on possible additions to the extent of content were not examined in the questionnaire. Assessment of quality of particular content can be found in questions four and five. Over 60% of the respondents consider regional content to be properly balanced while almost 75% feel that the job advertisements are comprehensible and indicate clearly the qualifications required. Perhaps the best over-all measure of quality of content is the high percentage of readership for these two publications among the respondents, and likely among the Ontario Public Service.

B - Reader Use and Interest of Topical and Job Mart

Slightly over two per cent of all respondents have at some time or another written a letter to the editor. While this seems high, it is difficult to interpret the implications since dependent variables would include the number of years these publications have been produced and perhaps the length of service of respondents. It might have been valuable to have introduced a time frame such as "within the last year"; or alternatively, if exact data on number of letters received is known, a question on desire to write to the editor would be interesting in the context of reader involvement.

PERCENTAGE OF RESPONDENTS:		
	Yes	No
Reading Topical and Job Mart	97.1	2.9
Writing to the Editor	2.3	97.7
Advertising Successfully in Focal Point	55.9	44.1
Answering Ad Successfully in Focal Point	53.8	46.2

The survey results indicate 14.1% of all respondents advertised in Focal Point and 14.6% answered ads; in both cases the success ratio was slightly over 50%. The success rate for those who answered ads appears abnormally high if phone enquiries are considered. There may be confusion with respondents who interpret the term "answering ad" to a personal visit rather than a phone call. Another possibility is that a significant percentage of the 14.6% of respondents answering ads have been regular users of Focal Point over the years, and have been successful in answering an ad at least once, despite any number of unsuccessful attempts. The essential point is that the success rates indicated by the survey cannot be taken at face value. Nevertheless, the Focal Point Section of Topical is popular having 16.7% of all respondents wanting more, and 76.4% satisfied as is.

Almost half of the respondents spend less than fifteen minutes reading these publications. Here a distinction between Topical and Job Mart would be valuable. Does the respondent interpret this question to mean time spent reading the pair coming at different times, or each individually, or some average of the two? The time spent reading is not necessarily a reflection of the amount of content covered. In Section III (p.42) it is noted that respondents with higher education spend less time reading the publications. It is possible that individuals with higher education read more quickly and cover more content in less time. Over ninety

per cent of respondents spend less than thirty minutes reading Topical; 15 minutes might be a reasonable estimate for average time spent.

PERCENTAGE OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
Time Spent Reading Topical and Job Mart (Minutes)		Bring Topical and Job Mart Home Where Read by Family	
- 15 or less	49.7	- Always	7.0
- 15 to 30	41.0	- Frequently	13.2
- 30 to 40	5.9	- Occasionally	47.4
- More	1.0	- Never	32.4
- Don't know	2.4		
Read Topical and Job Mart		Rate Topical and Job Mart w.r.t. Info on OPS Activities, People and Programs as	
- At Home	9.0	- Excellent	8.4
- At Work	58.9	- Good	61.3
- While Commuting	2.2	- Fair	27.9
- Varies	29.9	- Varies	2.4

Almost sixty per cent of the respondents read these publications only at work. It is probable that the 29.9% of respondents whose reading location varies will be distributed in a manner consistent with the other more specific categories listed, namely work, home, and while commuting. Thus assimilating the category for "varies" within the other three shows approximately 84% of the respondents reading the publications at work, 13% at home and 3% while commuting.

A fairly substantial proportion of respondents bring the publications home for their family to read, with only about a third indicating that they never do. Since the content is weighed heavily to work environment, this suggests a fairly substantial interest by the families of respondents in Ontario Public Service activities and work-related information. In this regard the respondents themselves generally rate Topical and Job Mart highly with only 2.4% rating them as poor. The rating for excellent is not high at 8.4%. It is highly likely that this rating would increase if the content areas having a large percentage of respondents wanting more were expanded.

C - Timeliness of Topical and Job Mart

The accompanying table presents the percentage of respondents by the day Topical and Job Mart are received. The publications are issued on alternate Fridays; each week one or the other is received. Since the questionnaire lumps the distribution of the two into a single response, then it is assumed that the distribution procedures of the two publications are indistinguishable.

Under the title 'actual distribution', the percentages developed from the response set are presented cross-classified by work location. Under 'adjusted distribution', the high response in the "don't know" category is removed and the other categories normalized to total 100%. While this will introduce small adjustment errors, it will nevertheless allow reasonably accurate estimates. From this can follow the statement that approximately 60% of the civil servants in Metro Toronto receive a publication copy on the Friday it is issued, 13% on the following Monday, 6% on Tuesday, etc. to total 100%.

The length of time it takes to receive a publication copy is dependent on the work location. In fact, the difference between Toronto against the other districts is so large that it is misleading in one sense to use only the overall percentages. That is, while 34.7% of the respondents receive a copy on the same day, one would not generally claim that any respondent has a 34.7% chance of getting a copy the same day, without specifying location.

The percentage of respondents claiming not to know when they receive Topical and Job Mart is very high, particularly outside of Metro Toronto. There are several possibilities for this. Perhaps delivery varies outside of Toronto so that a respondent does not associate a particular day with the arrival of the publications. Possibly, a significant number of respondents are out on the road. Or alternatively, copies received at an office may be distributed at the discretion of the manager, resulting in an uneven internal distribution. Some respondents may simply not recall the day Topical is received. The use by respondents may be casual; e.g. if it's there - fine, if not - fine. The latter two possibilities mentioned suggest low interest in the sense that respondents do not anticipate expectantly the arrival of

their Topical. With the information presently available it is not possible to determine if the high "don't know" response is the result of a distribution problem or a reader interest problem, or some other non-obvious aspect.

Summary of Questionnaire Results on Timeliness
of Topical and Job Mart by Work Location

PERCENTAGE OF RESPONDENTS RECEIVING TOPICAL ON:	WORK LOCATION									OVERALL ² PERCENTAGE OF RESPONDENTS
	NW	NE	SW	Lond.	Wind.	Ham.	Tor.	Pet.	SE	
Actual Distribution										
Same Day	1.4	2.7	3.0	7.9	2.7	14.9	49.1	2.9	1.6	25.0
Monday	5.4	8.0	10.8	10.4	9.0	11.9	10.3	8.7	8.5	9.7
Tuesday	8.1	16.4	12.1	11.9	7.8	9.5	4.8	12.2	10.4	8.4
Wednesday	10.1	9.9	10.1	9.2	6.1	6.0	2.7	8.1	10.4	6.0
Thursday	5.7	4.9	6.6	6.0	6.8	7.5	7.6	6.0	7.2	6.9
Week later	14.2	12.8	12.1	10.1	13.8	11.3	3.0	14.9	12.8	8.3
Later	20.8	12.5	10.6	9.9	15.3	9.5	1.9	12.7	12.2	7.7
Don't know	34.2	32.9	34.8	34.7	38.6	29.4	20.7	34.4	36.9	27.9
Adjusted Distribution ¹										
Same Day	2.1	4.0	4.6	12.1	4.4	21.1	61.8	4.4	2.5	34.7
Monday	8.2	11.9	16.5	15.9	14.6	16.9	13.0	13.3	13.5	13.5
Tuesday	12.3	2.4	18.5	18.2	12.7	13.5	6.0	18.6	16.5	11.7
Wednesday	15.4	14.7	15.5	14.1	9.9	8.5	3.4	12.4	16.5	8.3
Thursday	8.7	7.3	10.1	9.2	11.1	10.6	9.6	9.2	11.4	9.6
Week later	21.6	19.1	18.5	15.4	22.4	16.0	3.8	22.7	20.3	11.5
Later	31.7	18.6	16.2	15.1	24.9	13.5	2.4	19.4	19.3	10.7

- Adjusted by removing the category "don't know" and normalizing the remaining categories to total 100%. Numbers rounded.
- These overall percentages can be misleading if used out of context. Any reference to length of distribution time should be referenced by location.

SECTION III

ANALYSIS OF RESPONSE BY CHARACTERISTICS OF RESPONDANTS

Statistical tests were used to determine if the reader profile characteristics had an effect on the answers given. That is, if a variable such as age can affect a respondent's opinion on a question, then assembling and presenting this opinion in terms of age categories can yield valuable insights. If the variable, age, has no effect on the respondent's opinion, then there is no gain in breaking the information out into age categories. In this case, an overall percentage number, such as presented in Section II, is sufficient.

Statistical analysis has indicated that the following reader profile variables have a significant affect upon the majority of response to questions from the Topical and Job Mart survey. These include: work location with nine categories; age and salary with five categories each; years worked for the OPS and educational level with four categories each; languages spoken other than English and negotiating status with three categories each; and sex with two categories.

The other remaining variable, staff group, concerns those employees designated as regular compared to those designated as probationary. Approximately 10% of the total OPS population are probationary. It is not expected that an employee's opinions on the publication will be affected by his status in this regard. This expectation is confirmed by statistical test, and consequently no cross-classification analysis is presented for staff group.

Note that for convenience and ease of comparison, the overall percentages for response to the questions, as shown in Section II, are again presented in the cross-classified Tables 1(A) to 8(A) concerning content, and Tables 1(B) to 8(B) concerning reader use and interest.

A. Content Within Topical and Job Mart

Tables 1A to 8A present a set of fourteen questions concerning content of Topical and Job Mart for each of the eight reader profile characteristics. These fourteen questions are from numbers two, four, and five of the questionnaire (Appendix 2).

The fourteen questions have been tested statistically against each reader profile variable to determine the extent to which each variable affects response. The results are as follows:

Age and salary influence the response to all fourteen questions concerning content.

Sex influences the response to thirteen questions, and does not influence the question concerning Regional Content Balanced.

Negotiating status influences the response to thirteen questions, and does not influence the question concerning content of Focal Point.

Languages spoken other than English influences the response to twelve questions, and does not influence the two questions concerning Letters to the Editor and Women on the Move.

Education influences the response to twelve questions, and does not influence the two questions concerning Job Advertisements Comprehensible and Job Advertisements Indicate Clearly Qualifications Needed.

Years worked for the OPS influences response to eleven questions, and does not influence the three questions concerning News Articles Reg. Salary etc., Wry and Ginger, and Focal Point.

Job location influences the response to ten questions, and does not influence the four questions concerning News Articles Reg. Salary etc., Articles on Management/OPSEU Labour Negotiations, Cartoons, and Job Advertisements Comprehensible.

Table 1(A) - Content of Topical and Job Mart by Working Location

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY WORK LOCATION															OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	Northwest			Northeast			Southwest			London			Windsor					
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs Feature Articles On In-House Programs and Employees Articles on Management/ OPSEU Labour Negotiations French Language Articles Letters to the Editor Wry & Ginger Cartoons Women on the Move Focal Point Senior Staff Appointments Job Advertisements	64.7	0.9	34.5	65.5	0.9	33.6	63.5	1.1	35.5	66.7	1.2	32.1	68.8	0.2	31.0			
	32.9	11.7	55.3	31.1	9.3	59.6	34.7	10.2	55.1	35.6	8.6	55.8	34.7	9.4	55.9			
	43.4	9.3	47.3	45.0	9.2	45.9	43.1	10.3	46.6	43.6	9.5	46.9	47.8	7.1	45.1			
	6.4	43.6	49.9	10.6	36.1	53.3	5.1	45.7	49.2	5.3	43.8	50.9	4.9	44.0	51.1			
	33.8	5.7	60.5	31.2	5.8	63.0	32.2	4.5	63.3	29.3	8.0	62.7	31.8	6.5	61.7			
	20.7	11.5	67.7	24.1	9.8	66.1	20.3	9.6	70.1	21.7	12.7	65.6	25.1	10.4	64.5			
	27.5	8.7	63.8	29.2	5.8	65.0	28.3	7.1	64.6	28.6	9.9	61.5	28.6	8.7	62.7			
	15.5	23.9	60.6	14.9	23.6	61.5	16.5	24.6	58.9	18.5	25.6	56.0	19.3	19.5	61.2			
	11.5	8.1	80.4	13.8	8.1	78.0	14.6	6.3	79.1	14.0	9.1	76.9	16.2	8.0	75.8			
Job Advertisements Comprehensible w.r.t. Job Function Job Advertisements Indicate Clearly Qualifications Needed	7.8	21.1	71.1	11.5	20.2	68.3	7.4	23.7	68.9	8.9	24.3	66.8	10.9	22.8	66.3			
	48.6	3.3	48.1	49.7	3.9	46.4	51.3	4.3	44.5	55.8	3.3	40.9	52.9	4.6	42.6			
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements w.r.t. Job Function Job Advertisements Indicate Clearly Qualifications Needed	23.1	73.4	3.4	24.3	71.3	4.3	20.3	75.9	3.9	21.9	73.7	4.4	20.0	74.1	5.9			
	22.6	72.3	5.0	24.4	70.6	5.0	20.9	73.4	5.7	22.2	71.6	6.2	22.1	71.1	6.8			
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content Is Properly Balanced	37.8		62.2	46.1		53.9	49.4		50.6	57.6		42.2	45.3		54.7			

Table 1(A) - continued - Content of Topical and Job Mart by Working Location

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY WORK LOCATION												OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	Hamilton			Toronto			Peterboro			Southeast					
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs Feature Articles On In-House Programs and Employees Articles on Management/ OPSEU Labour Negotiations French Language Articles Letters to the Editor Wry & Ginger Cartoons Women on the Move Focal Point Senior Staff Appointments Job Advertisements	68.0	1.2	30.8	66.3	0.8	32.9	65.1	1.1	33.8	66.8	1.6	31.6	66.2	1.0	32.8
	35.5	8.8	55.7	36.1	8.3	55.6	39.9	6.9	53.1	32.2	9.8	58.0	35.3	8.8	55.9
	42.3	9.9	47.8	43.2	8.0	48.8	45.7	7.3	47.0	46.2	7.7	46.1	43.9	8.5	47.6
	7.2	40.5	52.4	11.0	34.4	54.6	7.5	42.6	49.9	16.6	34.6	48.8	9.4	38.1	52.5
	31.6	5.7	62.6	28.1	7.3	64.7	32.6	5.2	62.2	28.4	5.9	65.7	29.9	6.6	63.5
	19.5	11.4	69.1	16.6	14.4	69.1	25.8	10.2	63.9	22.6	10.5	66.9	19.7	12.5	67.8
	30.7	8.7	60.5	27.7	9.3	63.0	29.6	8.3	62.0	28.6	8.5	62.9	28.2	8.8	63.0
	19.9	25.5	54.6	19.2	25.7	55.1	16.4	28.0	55.6	15.8	24.5	59.6	18.0	25.2	56.8
	17.7	5.4	77.0	19.5	5.7	74.9	14.2	7.6	78.2	12.5	9.9	77.6	16.7	6.9	76.4
	10.2	22.6	67.2	12.1	18.7	69.2	9.5	24.4	66.1	9.1	24.4	66.5	10.8	21.0	68.2
59.2	2.0	38.8	58.9	1.1	39.9	51.1	4.0	44.9	55.3	3.2	41.5	56.0	2.4	41.5	
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function	22.8	73.7	3.5	22.4	72.3	5.3	21.1	74.9	3.9	22.9	73.4	3.7	22.3	72.9	4.8
Job Advertisements Indicate Clearly Qualifications Needed	23.6	70.0	6.4	22.6	68.9	8.4	19.4	76.2	4.4	23.6	71.2	5.2	22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content Is Properly Balanced	63.4		36.6	76.3		23.7	52.2		47.8	42.6		57.4	61.7		38.3

WORK LOCATION

The most marked differences in respondent opinion between regions concerns the balance of regional content in the publications. Only 37.8% of the respondents in the Northwest say content is balanced in comparison to 76.3% in Toronto. Respondents in Toronto, the Southeast and the Northeast are more receptive to French Language Articles. Not surprisingly, respondents in the larger centres with better marketing capability, such as Hamilton and Toronto, are relatively more interested in Focal Point.

SALARY GROUPING

Interest on Management/Labour Negotiations is highest in the ten to twenty thousand dollar salary range; those earning under seven thousand seem to be the least interested. With rising salary, interest in Cartoons falls off substantially. Of respondents earning under seven thousand dollars, 38% want more of Women on the Move compared to 6.2% earning over twenty thousand. This points to a male/female reaction with fewer females in the higher salary brackets. As might be expected, Senior Staff Appointments generate more interest at the higher salary levels.

Table 2(A) - Content of Topical and Job Mart by Age Grouping

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY AGE (YEARS)															OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	Under 25 years			25 to 35 years			35 to 44 years			45 to 54 years			55 and over					
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs Feature Articles On In-House Programs and Employees Articles on Management/ OPSEU Labour Negotiations French Language Articles Letters to the Editor Wry & Ginger Cartoons Women on the Move Focal Point Senior Staff Appointments Job Advertisements	64.7	1.2	34.2	67.9	1.1	31.0	67.6	1.1	31.3	63.1	0.8	36.1	65.0	0.5	34.5	66.2	1.0	32.8
	34.8	7.5	57.7	35.9	10.1	54.0	36.4	8.4	55.2	33.7	8.5	57.8	34.3	6.9	58.8	35.3	8.8	55.9
	33.0	12.9	54.1	43.9	10.1	46.0	48.7	7.6	43.7	44.3	6.0	49.7	42.4	6.4	51.1	43.9	8.5	47.6
	8.0	41.8	50.1	10.7	37.6	51.7	10.2	37.5	52.3	6.6	38.8	54.6	9.0	37.0	54.0	9.4	38.1	52.5
	23.6	8.8	67.6	27.0	8.2	64.8	30.6	6.1	63.3	31.4	4.7	63.8	39.8	3.8	56.3	29.9	6.6	63.5
	23.0	9.3	67.6	17.9	14.7	67.4	18.2	12.9	68.8	19.0	10.9	70.1	25.8	10.0	64.2	19.7	12.5	67.8
	39.8	5.8	54.4	31.1	9.1	59.8	25.2	8.5	66.2	22.2	10.5	67.3	24.9	8.2	66.9	28.2	8.8	63.0
	32.1	17.7	50.3	19.7	24.7	55.6	14.4	28.0	57.7	14.0	26.7	59.3	13.8	26.0	60.3	18.0	25.2	56.8
	20.4	7.2	72.3	16.8	7.7	75.5	15.4	6.3	78.3	15.3	6.3	78.4	17.6	6.2	76.2	16.7	6.9	76.4
	7.0	29.0	64.0	10.9	23.9	65.2	12.0	17.6	70.4	11.5	18.0	70.5	10.4	16.7	72.9	10.8	21.0	68.2
73.8	1.3	24.9	64.3	1.9	33.8	51.6	2.7	45.7	45.6	3.4	51.0	39.8	3.2	57.0	56.0	2.4	41.5	
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function Job Advertisements Indicate Clearly Qualifications Needed	28.6	67.2	4.2	23.0	71.7	5.3	20.4	74.6	5.0	20.3	75.6	4.0	21.8	74.5	3.7	22.3	72.9	4.8
	30.5	63.8	5.7	22.3	70.2	7.5	20.8	72.2	7.0	20.6	72.8	6.6	23.7	69.7	6.7	22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content Is Properly Balanced	60.2		39.8	58.3		41.7	61.2		38.8	65.5		34.5	68.6		31.4	61.7		38.3

YEARS WORKED FOR THE OPS

Again the most significant deviations concern content with respect to Women on the Move where the newer employees (likely younger and at lower salaries) are more favourably inclined. It is doubtful here if trends are caused by length of employment itself. Generally, this variable will move in the same direction as age and salary, both of which are functionally related to length of service.

Table 3(A) - Content of Topical and Job Mart by Salary Grouping

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY SALARY															OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	Less than \$7,000			\$7,000 to \$9,999			\$10,000 to \$14,999			\$15,000 to \$19,999			\$20,000 and over					
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs	57.1	1.9	40.9	64.3	1.0	34.7	70.0	0.6	29.4	68.5	1.0	30.5	59.9	1.5	38.6	66.2	1.0	32.8
Feature Articles On In-House Programs and Employees	36.4	8.6	55.0	34.1	6.9	59.0	35.3	6.9	57.8	35.7	10.3	54.0	35.5	10.9	53.6	35.3	8.8	55.9
Articles on Management/ OPSEU Labour Negotiations	29.4	8.5	62.1	39.3	9.0	51.7	44.9	7.5	47.6	47.6	8.4	43.9	41.5	10.0	48.5	43.9	8.5	47.6
French Language Articles	8.2	39.5	52.4	7.6	40.9	51.5	9.1	38.6	52.3	8.4	39.6	52.0	12.0	34.4	53.7	9.4	38.1	52.5
Letters to the Editor	22.5	9.9	67.5	29.1	6.0	64.9	30.5	5.8	63.6	31.8	6.3	62.0	27.6	8.3	64.1	29.9	6.6	63.5
Wry & Ginger	19.5	4.0	76.5	25.3	7.8	66.9	22.7	10.6	66.8	19.0	13.5	67.6	13.2	17.0	69.8	19.7	12.5	67.8
Cartoons	36.4	4.0	59.6	35.8	6.2	57.9	31.1	7.2	61.6	27.5	9.4	63.2	20.5	12.0	67.5	28.2	8.8	63.0
Women on the Move	38.0	10.0	52.0	35.1	11.7	53.2	24.9	18.0	57.0	10.3	31.2	58.5	6.2	36.9	56.9	18.0	25.2	56.8
Focal Point	17.4	9.7	72.9	18.1	6.5	75.4	18.5	5.6	75.9	15.6	7.2	77.2	14.4	8.5	77.1	16.7	6.9	76.4
Senior Staff Appointments	6.1	19.7	74.1	5.5	22.7	71.8	7.8	23.0	69.2	10.5	23.5	65.9	18.2	14.7	67.1	10.8	21.0	68.2
Job Advertisements	62.5	2.6	34.9	65.9	1.6	32.6	63.1	1.8	35.1	56.6	2.8	40.6	39.6	3.4	56.9	56.0	2.4	41.5
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function	35.9	60.9	3.2	26.0	68.5	5.5	22.8	72.1	5.1	20.6	74.7	4.8	20.9	75.2	3.9	22.3	72.9	4.8
Job Advertisements Indicate Clearly Qualifications Needed	36.1	56.1	7.7	28.0	64.6	7.4	22.5	69.9	7.6	20.6	72.2	7.2	21.6	73.1	5.3	22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content Is Properly Balanced	64.5		35.5	59.4		40.6	59.1		40.9	58.7		41.3	70.0		30.0	61.7		38.3

SEX

Only 5.5% of males want more of Women on the Move compared to 35% of females. From Table 2(A) we note that interest is stronger for this type of content among younger employees, and conclude that interest is strongest among younger female employees. Males show greater interest in Senior Staff Appointments, which is more a reflection of salary range than any inherent male/female difference of interest.

Table 4(A) - Content of Topical and Job Mart by Years Worked for the OPS

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY YEARS WORKED												OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	Less than 2 years			2 to 5 years			6 to 10 years			More than 10 years					
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs Feature Articles On In-House Programs and Employees Articles on Management/ OPSEU Labour Negotiations French Language Articles Letters to the Editor Wry & Ginger Cartoons Women on the Move Focal Point Senior Staff Appointments Job Advertisements	67.1	0.9	32.0	65.8	1.1	33.1	66.2	1.0	32.7	66.5	0.8	32.7	66.2	1.0	32.8
	38.5	8.3	53.2	35.9	8.4	55.7	35.7	9.1	55.2	33.2	9.1	57.7	35.3	8.8	55.9
	35.8	10.0	54.2	41.6	10.4	48.0	44.0	8.3	47.7	48.5	6.7	44.8	43.9	8.5	47.6
	11.5	34.1	54.4	10.8	36.4	52.8	10.1	38.0	51.9	7.0	40.9	52.2	9.4	38.1	52.5
	27.4	7.3	65.3	26.9	8.0	65.1	29.7	6.9	63.4	33.2	5.1	61.7	29.9	6.6	63.5
	19.9	11.6	68.6	18.8	13.1	68.0	20.2	13.2	66.6	19.8	11.7	68.5	19.7	12.5	67.8
	32.5	9.1	58.4	31.1	8.8	60.1	28.0	8.0	64.0	24.7	9.3	66.0	28.2	8.8	63.0
	27.7	17.3	55.0	23.3	21.6	55.1	16.8	25.9	57.4	11.1	30.4	58.5	18.0	25.2	56.8
	18.3	6.7	75.1	17.0	7.3	75.8	17.0	6.6	76.4	15.6	7.0	77.4	16.7	6.9	76.4
	8.3	22.1	69.6	10.6	22.8	66.5	10.4	21.7	67.9	12.1	18.8	69.1	10.8	21.0	68.2
65.4	1.4	33.3	64.3	1.7	34.0	57.2	1.9	40.8	45.0	3.8	51.2	56.0	2.4	41.5	
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function	26.8	68.5	4.8	23.4	71.6	5.0	21.7	72.9	5.5	20.2	75.8	4.0	22.3	72.9	4.8
Job Advertisements Indicate Clearly Qualifications Needed	29.2	64.2	6.6	23.0	69.3	7.7	21.0	71.7	7.3	21.2	72.7	6.1	22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content Is Properly Balanced	60.2		39.8	59.4		40.6	60.0		40.0	65.4		34.6	61.7		38.3

SEX

Only 5.5% of males want more of Women on the Move compared to 35% of females. From Table 2(A) we note that interest is stronger for this type of content among younger employees, and conclude that interest is strongest among younger female employees. Males show greater interest in Senior Staff Appointments, which is more a reflection of salary range than any inherent male/female difference of interest.

Table 5(A) - Content of Topical and Job Mart by Sex

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY SEX												OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	MALE						FEMALE								
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is			
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs	65.4	1.1	33.4	67.5	0.7	31.8							66.2	1.0	32.8
Feature Articles On In-House Programs and Employees	34.7	10.9	54.4	36.1	5.9	58.0							35.3	8.8	55.9
Articles on Management/ OPSEU Labour Negotiations	47.9	8.9	43.2	38.3	8.0	53.7							43.9	8.5	47.6
French Language Articles	9.2	40.6	50.2	9.6	34.7	55.7							9.4	28.1	52.5
Letters to the Editor	31.4	7.4	61.2	27.6	5.5	66.9							29.9	6.6	63.5
Wry & Ginger	17.4	14.9	67.7	22.8	9.2	68.0							19.7	12.5	67.8
Cartoons	26.0	10.7	63.3	31.3	6.1	62.5							28.2	8.8	63.0
Women on the Move	5.5	35.7	58.8	35.0	10.8	54.2							18.0	25.2	56.8
Focal Point	16.6	8.0	75.5	16.8	5.4	77.8							16.7	6.9	76.4
Senior Staff Appointments	12.9	22.2	64.9	7.8	19.5	72.7							10.8	21.0	68.2
Job Advertisements	52.9	3.2	43.9	60.3	1.4	38.3							56.0	2.4	41.5
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function	21.3	73.8	4.9	23.7	71.7	4.6							22.3	72.9	4.8
Job Advertisements Indicate Clearly Qualifications Needed	21.3	71.4	7.3	24.5	69.0	6.5							22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content Is Properly Balanced	62.2		37.8	61.0		39.0							61.7		38.3

EDUCATION

As education level rises, so to does the desire for French Language Articles, from 7.1% for respondents with high school to 15.5% for respondents with post-graduate training. Similarly more content on Senior Staff Appointments is indicated by respondents as education level rises. Education moves in the same direction as salary, Table 3(A). Interestingly, the response to comprehensiveness and quality for job-advertisements apparently does not depend at all on education level.

Table 6(A) - Content of Topical and Job Mart by Educational Status

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY EDUCATION															OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	High School			Community College			University			Post-Graduate Studies								
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs Feature Articles On In-House Programs and Employees Articles on Management/ OPSEU Labour Negotiations French Language Articles Letters to the Editor Wry & Ginger Cartoons Women on the Move Focal Point Senior Staff Appointments Job Advertisements	67.7	0.9	31.4	67.7	1.0	31.4	64.7	0.9	34.3	60.6	1.6	37.8				66.2	1.0	32.8
	33.5	7.8	58.7	34.3	9.5	56.2	39.0	10.2	50.8	38.7	11.1	50.2				35.3	8.8	55.9
	45.7	7.1	47.2	43.4	9.8	46.8	40.5	10.7	48.8	40.9	10.6	48.5				43.9	8.5	47.6
	7.1	41.2	51.7	8.1	41.3	50.6	13.5	32.5	54.0	15.5	28.4	56.0				9.4	38.1	52.5
	32.0	5.0	63.0	28.1	7.9	64.0	26.9	8.4	64.7	26.8	10.2	63.0				29.9	6.6	63.5
	22.7	9.5	67.8	20.9	12.8	66.3	14.4	16.5	69.1	12.6	19.8	67.6				19.7	12.5	67.8
	29.5	7.1	63.4	30.4	8.5	61.1	26.2	11.1	62.8	22.4	13.4	64.2				28.2	8.8	63.0
	20.0	21.3	58.7	18.4	26.4	55.2	15.2	31.6	53.2	12.2	31.9	55.8				18.0	25.2	56.8
	16.6	5.8	77.6	19.2	7.7	73.0	15.6	8.7	75.7	15.4	8.3	76.3				16.7	6.9	76.4
	8.4	20.7	70.9	7.9	26.4	65.7	14.3	21.0	64.6	19.1	16.8	64.0				10.8	21.0	68.2
57.3	2.1	40.6	60.7	2.7	36.6	54.3	2.9	42.8	46.8	2.9	50.4				56.0	2.4	41.5	
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function Job Advertisements Indicate Clearly Qualifications Needed	22.0	73.5	4.5	22.4	72.7	4.9	22.9	71.9	5.1	22.1	72.7	5.1				22.3	72.9	4.8
	22.1	71.0	6.9	21.4	71.3	7.4	23.7	69.2	7.1	24.2	69.6	6.3				22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content Is Properly Balanced	60.5		39.5	56.5		43.5	65.9		34.1	66.6		33.4				61.7		38.3

NEGOTIATING STATUS

Respondents indicating they are not sure of their negotiating status represent about 6% of the total. Their opinions on Women on the Move parallel those of younger female respondents. Respondents in the non-bargaining unit are significantly less enthusiastic about Women on the Move, and Job Advertisements, and much more interested in Senior Staff Appointments than are respondents in the bargaining unit. A larger proportion in the non-bargaining unit believe content is balanced by region. It is possible that this observation is more a reflection of location of respondents than negotiating status. That is, relatively there may be a larger proportion of non-bargaining staff situated in Toronto.

Table 7(A) - Content of Topical and Job Mart by Negotiating Status

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY NEGOTIATING STATUS															OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	BARGAINING			NON-BARGAINING			NOT SURE											
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs	68.7	0.9	30.5	62.9	1.0	36.1	60.1	2.1	37.8							66.2	1.0	32.8
Feature Articles On In-House Programs and Employees	34.4	8.5	57.0	35.9	9.5	54.5	38.0	8.3	53.6							35.3	8.8	55.9
Articles on Management/ OPSEU Labour Negotiations	44.6	8.8	46.7	44.5	7.6	47.9	33.7	13.3	53.0							43.9	8.5	47.6
French Language Articles	8.5	40.5	51.0	10.9	33.2	55.9	9.0	42.0	49.0							9.4	38.1	52.5
Letters to the Editor	30.6	6.2	63.2	28.9	7.1	64.0	26.6	9.0	64.4							29.9	6.6	63.5
Wry & Ginger	21.7	11.2	67.1	15.4	15.0	69.6	20.8	12.4	66.8							19.7	12.5	67.8
Cartoons	30.4	8.0	61.6	23.2	10.1	66.7	35.8	9.5	54.6							28.2	8.8	63.0
Women on the Move	20.7	22.5	56.8	11.1	31.5	57.4	25.9	18.1	56.0							18.0	25.2	56.8
Focal Point	17.2	6.7	76.1	15.3	7.1	77.5	18.5	8.0	73.5							16.7	6.9	76.4
Senior Staff Appointments	7.9	24.6	67.5	16.1	14.3	69.6	9.1	25.0	65.9							10.8	21.0	68.2
Job Advertisements	60.8	2.4	36.8	44.7	2.7	52.6	68.5	1.4	30.1							56.0	2.4	41.5
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function	22.9	72.2	4.9	20.6	75.3	4.1	24.5	69.3	6.2							22.3	72.9	4.8
Job Advertisements Indicate Clearly Qualifications Needed	22.9	70.0	7.1	21.3	72.6	6.1	26.5	64.4	9.0							22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content is Properly Balanced	58.3		41.7	68.1		31.9	60.9		39.1							61.7		38.3

LANGUAGES SPOKEN OTHER THAN ENGLISH

About 12% of respondents are French speaking while 20% speak a language other than French or English. Respondents speaking English only represent 68% of the total. Non-French speaking respondents generally want no French Articles since the category "as is" would refer to the fact that French Articles are rarely, if ever, presented in Topical. A smaller proportion of French speaking respondents believe regional content to be balanced. It is probable that relatively more French speaking respondents are located in the non-central regions, and the response is more a function of location than language.

Respondents who speak English only and multilingual respondents compared for the two questions concerning comprehensiveness and quality of job advertisements indicate anomalies. On the one hand, a lesser proportion of English only respondents "always" find these questions clear, indicating better comprehension by multilingual respondents. On the other hand, a larger proportion of multilingual respondents "seldom" find these questions clear, indicating poorer comprehension by multilingual respondents.

Table B(A) - Content of Topical and Job Mart by Languages Spoken Other Than English

PERCENTAGE OF RESPONDENTS WANTING:	RESPONDENTS BY LANGUAGES SPOKEN OTHER THAN ENGLISH															OVERALL PERCENTAGE OF RESPONDENTS WANTING:		
	FRENCH					OTHER					NONE							
	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is	More	Less	As Is
News Articles Reg. Salary, Fringe Benefits, Counsell- ing and Training Programs Feature Articles On In-House Programs and Employees Articles on Management/ OPSEU Labour Negotiations French Language Articles Letters to the Editor Wry & Ginger Cartoons Women on the Move Focal Point Senior Staff Appointments Job Advertisements	61.3	1.6	37.1	70.1	0.6	29.2	65.9	0.9	33.2							66.2	1.0	32.8
	37.8	9.9	52.3	33.2	9.8	56.9	35.2	8.3	56.5							35.3	8.8	55.9
	41.5	10.7	47.8	45.7	7.9	46.4	43.7	8.3	48.0							43.9	8.5	47.6
	36.0	16.0	48.0	7.4	40.3	52.3	5.1	41.7	53.3							9.4	38.1	52.5
	30.3	7.6	62.1	29.0	7.4	63.6	30.1	6.1	63.8							29.9	6.6	63.5
	19.0	15.6	65.4	17.2	13.0	69.7	20.4	11.7	67.8							19.7	12.5	67.8
	27.9	9.0	63.1	29.3	11.3	59.3	28.2	7.9	63.9							28.2	8.8	63.0
	18.3	24.4	57.3	19.3	24.9	55.7	17.3	25.4	57.3							18.0	25.2	56.8
	16.5	9.1	74.4	18.7	6.3	75.0	16.0	6.7	77.3							16.7	6.9	76.4
	12.7	20.7	66.6	11.9	20.6	67.5	10.2	21.2	68.6							10.8	21.0	68.2
52.3	2.5	45.2	62.1	1.7	36.2	54.7	2.6	42.7							56.0	2.4	41.5	
	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom	Always	Usually	Seldom
Job Advertisements Comprehensible w.r.t. Job Function Job Advertisements Indicate Clearly Qualifications Needed	25.0	69.7	5.4	25.9	68.7	5.4	20.7	74.8	4.5							22.3	72.9	4.8
	25.6	67.3	7.1	25.9	64.9	9.1	21.2	72.7	6.2							22.6	70.4	7.0
	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No	Yes		No
Regional Content is Properly Balanced	56.4		43.6	65.6		34.4	61.7		38.3							61.7		38.3

B. Reader Use and Interest of Topical and Job Mart

Tables 1B to 8B present a set of eight questions concerning reader use and interest of Topical and Job Mart for each of the eight reader profile characteristics. These eight questions are from numbers one, three, six, seven, nine, ten and eleven of the questionnaire (Appendix 2).

The eight questions have been tested statistically against each reader profile variable to determine the extent to which each variable affects response. The results are as follows:

Job location influences the response to all eight questions concerning reader use and interest.

Age influences the response to seven questions, and does not influence the question concerning Answering Ad Successfully in Focal Point.

Salary influences the response of six questions, and does not influence the two questions concerning writing to the Editor and Advertising Successfully in Focal Point.

Years worked for the OPS, Sex, and Education influence response to six questions, and do not influence response to the two questions concerning Advertising Successfully and Answering Ads Successfully in Focal Point.

Negotiating Status influences the response to five questions, and does not influence the response to the three questions concerning Time Spent Reading Topical, Advertising Successfully and Answering Ads Successfully in Focal Point.

Languages spoken other than English influences the response to four questions and does not influence the response to the four questions concerning Answering Ads Successfully in Focal Point, Time Spent Reading Topical and Job Mart, where respondents Read Topical and Job Mart, and Rate Topical and Job Mart w.r.t. Info on OPS Activities, etc.

Table 1(B) - continued - Reader Use and Interest of
Topical and Job Mart by Working Location

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY WORK LOCATION					OVERALL PERCENTAGE OF RESPONDENTS
	Hamilton	Toronto	Peterboro	Southeast		
Reading Topical and Job Mart	97.8	98.4	96.7	95.6		97.1
Writing to the Editor	1.2	2.7	2.5	2.4		2.3
Advertising Successfully in Focal Point	51.1	58.6	40.4	37.1		55.9
Answering Ad Successfully in Focal Point	58.3	55.6	42.2	39.4		53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	45.9	50.3	46.1	46.4		49.7
- 15 to 30	42.7	40.5	45.4	44.3		41.0
- 30 to 40	7.0	5.5	5.9	6.5		5.9
- More	1.3	1.0	0.4	0.8		1.0
- Don't know	3.1	2.7	2.1	2.0		2.4
Read Topical and Job Mart						
- At Home	9.7	8.5	8.8	8.4		9.0
- At Work	59.4	54.7	64.7	66.6		58.9
- While Commut- ing	1.2	3.9	0.8	0.3		2.2
- Varies	29.7	33.0	25.7	24.7		29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	7.4	9.1	5.8	2.8		7.0
- Frequently	14.1	15.2	11.3	9.8		13.2
- Occasionally	49.3	49.7	45.9	42.5		47.4
- Never	29.2	26.0	37.0	44.9		32.4
Rate Topical and Job Mart w.r.t. Info on OPS Acti- vities, People and Programs as						
- Excellent	8.9	9.6	7.3	6.4		8.4
- Good	62.9	60.8	59.8	63.5		61.3
- Fair	26.1	27.3	29.5	28.0		27.9
- Poor	2.1	2.4	3.3	2.2		2.4

AGE GROUPING

The tendency is clearly towards higher readership and greater utilization of Topical and Job Mart with increasing age. There is a sharp jump in many instances at the 55 and over category. Older respondents are much more likely to spend longer reading the publications and to take them home for their family. Comparatively they rate Topical and Job Mart higher than younger respondents, and write more often to the editor, suggesting deeper involvement. A look at the response on content (Table 2(A) and page 18) suggests that as age increases, respondents become more concerned with news and information than they do with job advertisements and entertainment. Age is perhaps the strongest reader characteristic affecting the set of response data.

WORK LOCATION

Excluding Focal Point, no clear patterns or significant deviations are readily apparent by region except to some extent on the two questions concerning where the publications are read, and if read at home by the respondent's family. Apparently fewer respondents from Toronto, Hamilton, and London read these publications at work. Also, respondents in Toronto and Hamilton are more likely to bring Topical and Job Mart home for their families to read. This can be seen by combining the percentages of the categories "always" and "frequently" to yield a 24.3% high for Toronto, 21.5% for Hamilton, and down to 12.6% for the Southeast.

SALARY GROUPING

Respondents in the under seven thousand dollar salary grouping were heavily over-represented in the sample (see Tables, Appendix 1) causing uncertainty about conclusions drawn. Apparently respondents in the twenty thousand dollar plus category spend less time reading Topical and Job Mart, although it is possible they simply read faster. The publications read by this group while commuting don't necessarily end up at their homes for family reading. That is, the \$20,000 and over group take Topical home less than the other salary groups yet read Topical more often while commuting.

Table 2(B) - Reader Use and Interest of Topical
and Job Mart by Age Grouping

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY AGE (YEARS)					OVERALL PERCENTAGE OF RESPONDENTS
	Under 25	25 to 35	35 to 44	45 to 54	55 and over	
Reading Topical and Job Mart	96.6	96.9	97.5	97.1	98.1	97.1
Writing to the Editor	0.8	2.0	2.4	2.7	3.7	2.3
Advertising Successfully in Focal Point	50.8	52.2	55.4	60.0	63.3	55.9
Answering Ad Successfully in Focal Point	50.0	51.7	54.4	53.5	60.8	53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	50.7	56.5	51.9	43.4	34.5	49.7
- 15 to 30	42.6	37.2	39.1	44.7	48.9	41.0
- 30 to 40	3.6	3.8	5.9	8.0	11.0	5.9
- More	0.1	0.6	0.7	1.5	2.2	1.0
- Don't know	2.9	1.8	2.3	2.4	3.4	2.4
Read Topical and Job Mart						
- At Home	4.6	4.7	8.3	13.3	19.6	9.0
- At Work	63.1	65.2	58.4	52.9	47.3	58.9
- While Commut- ing	1.4	2.3	2.0	2.1	2.4	2.2
- Varies	30.9	27.7	31.3	31.7	30.7	29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	4.9	4.8	6.0	8.5	14.3	7.0
- Frequently	8.7	10.0	12.4	17.3	20.6	13.2
- Occasionally	48.2	46.3	49.4	50.1	43.3	47.4
- Never	38.2	38.9	32.1	24.1	21.8	32.4
Rate Topical and Job Mart w.r.t. Info on OPS Acti- vities, People and Programs as						
- Excellent	5.8	6.6	8.1	9.9	13.4	8.4
- Good	61.2	57.8	59.9	65.2	67.7	61.3
- Fair	31.4	32.4	29.7	22.8	17.4	27.9
- Poor	1.6	3.1	2.4	2.2	1.5	2.4

YEARS WORKED FOR THE OPS

Respondents having six or more years OPS employment tend to rate Topical and Job Mart higher; while those with more than ten years employment spend more time reading the publications, yet not as much time reading them at work. These observations are consistent with patterns by age group.

Table 3(B) - Reader Use and Interest of Topical
and Job Mart by Salary Grouping

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY SALARY					OVERALL PERCENTAGE OF RESPONDENTS
	Less than \$7,000	\$7,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 and over	
Reading Topical and Job Mart	93.0	98.0	98.0	96.7	96.8	97.1
Writing to the Editor	2.5	1.3	2.2	2.5	2.7	2.3
Advertising Successfully in Focal Point	72.2	50.0	56.2	56.6	56.3	55.9
Answering Ad Successfully in Focal Point	68.4	53.0	50.4	52.5	58.7	53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	49.4	44.6	43.2	48.9	62.8	49.7
- 15 to 30	42.4	45.2	44.9	41.9	32.3	41.0
- 30 to 40	3.2	5.5	7.6	6.3	3.6	5.9
- More	1.9	1.0	1.2	1.0	0.5	1.0
- Don't know	3.2	3.8	3.0	2.0	0.8	2.4
Read Topical and Job Mart						
- At Home	11.6	8.9	9.9	9.1	7.5	9.0
- At Work	55.5	60.3	58.3	59.0	59.2	58.9
- While Commut- ing	1.9	2.4	1.9	1.6	3.1	2.2
- Varies	31.0	28.4	30.0	30.2	30.3	29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	7.8	9.8	8.6	5.5	4.7	7.0
- Frequently	15.0	12.0	13.8	12.6	13.4	13.2
- Occasionally	43.1	46.0	48.6	48.1	45.9	47.4
- Never	34.0	32.3	28.9	33.8	35.9	32.4
Rate Topical and Job Mart w.r.t. Info on OPS Acti- vities, People and Programs as						
- Excellent	9.5	9.7	8.8	7.5	8.0	8.4
- Good	65.2	64.5	62.6	59.5	59.4	61.3
- Fair	23.4	24.8	26.5	30.1	29.6	27.9
- Poor	1.9	1.0	2.2	2.9	3.1	2.4

SEX

Females tend to write fewer letters to the editor, spend more time reading the publications, and rate them higher than males. No strong differences are evident.

Table 4(B) - Reader Use and Interest of Topical
and Job Mart by Years Worked for the OPS.

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY YEARS WORKED					OVERALL PERCENTAGE OF RESPONDENTS
	Less than 2	2 to 5	6 to 10	More than 10		
Reading Topical and Job Mart	96.1	97.3	98.1	97.0		97.1
Writing to the Editor	1.4	1.9	2.5	2.7		2.3
Advertising Successfully in Focal Point	56.7	52.2	55.2	59.6		55.9
Answering Ad Successfully in Focal Point	47.8	53.2	54.9	54.0		53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	52.6	54.1	50.4	44.8		49.7
- 15 to 30	38.7	38.0	41.6	43.6		41.0
- 30 to 40	5.3	4.9	4.9	7.9		5.9
- More	0.9	0.8	0.8	1.1		1.0
- Don't know	2.6	2.1	2.3	2.5		2.4
Read Topical and Job Mart						
- At Home	9.7	6.9	7.4	11.5		9.0
- At Work	58.8	61.7	60.9	55.2		58.9
- While Commut- ing	2.7	2.0	2.2	2.1		2.2
- Varies	28.8	29.4	29.4	31.1		29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	8.2	6.8	5.7	7.7		7.0
- Frequently	14.5	11.7	11.7	15.1		13.2
- Occasionally	43.1	47.3	49.6	47.1		47.4
- Never	34.1	34.3	33.0	30.0		32.4
Rate Topical and Job Mart w.r.t. Info on OPS Acti- vities, People and Programs as						
- Excellent	7.6	7.3	8.9	9.0		8.4
- Good	61.4	59.7	60.1	63.3		61.3
- Fair	28.7	30.6	28.4	25.3		27.9
- Poor	2.3	2.3	2.6	2.4		2.4

EDUCATIONAL STATUS

Respondents with higher education write more letters .
to the editor, suggesting a higher interest level.
While they spend less time reading Topical, this
could be a result of faster reader habits, rather
than lower interest. On the other hand, a case could
just as easily be made to indicate respondents with
higher education make less use of Topical. For
example, they take it home less frequently, spend
less time reading it, and a higher proportion rates
Topical as poor. With respect to interest level and
use of Topical by education, the data is ambiguous.

Table 5(B) - Reader Use and Interest of Topical
and Job Mart by Sex

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY SEX					OVERALL PERCENTAGE OF RESPONDENTS
	MALE	FEMALE				
Reading Topical and Job Mart	96.9	97.8				97.1
Writing to the Editor	2.6	1.9				2.3
Advertising Successfully in Focal Point	56.3	55.5				55.9
Answering Ad Successfully in Focal Point	54.0	53.0				53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	51.1	47.8				49.7
- 15 to 30	39.6	43.0				41.0
- 30 to 40	6.5	5.2				5.9
- More	1.0	0.9				1.0
- Don't know	1.8	3.1				2.4
Read Topical and Job Mart						
- At Home	9.9	7.6				9.0
- At Work	58.6	59.5				58.9
- While Commut- ing	1.9	2.5				2.2
- Varies	29.6	30.4				29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	6.1	8.2				7.0
- Frequently	13.2	13.1				13.2
- Occasionally	47.0	48.3				47.4
- Never	33.7	30.4				32.4
Rate Topical and Job Mart w.r.t. Info on OPS Acti- vities, People and Programs as						
- Excellent	7.7	9.3				8.4
- Good	58.0	65.9				61.3
- Fair	31.1	23.5				27.9
- Poor	3.2	1.3				2.4

NEGOTATING STATUS

Respondents indicating that they are not sure of their negotiating status represent about 6% of the total. Non-bargaining respondents spend less time reading Topical, and rate Topical slightly higher than those in the bargaining category.

Table 6(B) - Reader Use and Interest of Topical
and Job Mart by Educational Status

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY EDUCATION					OVERALL PERCENTAGE OF RESPONDENTS
	High School	Community College	University	Post-Grad. Studies		
Reading Topical and Job Mart	97.2	97.4	97.9	96.8		97.1
Writing to the Editor	2.0	2.3	2.6	3.4		2.3
Advertising Successfully in Focal Point	54.4	59.5	55.3	58.6		55.9
Answering Ad Successfully in Focal Point	53.4	53.6	53.4	56.3		53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	42.7	50.0	58.8	69.8		49.7
- 15 to 30	45.5	41.9	36.0	25.7		41.0
- 30 to 40	7.5	5.1	3.5	3.1		5.9
- More	1.2	1.0	0.4	0.4		1.0
- Don't know	3.1	2.0	1.3	0.9		2.4
Read Topical and Job Mart						
- At Home	10.5	6.5	7.0	6.6		9.0
- At Work	57.9	60.9	60.1	60.5		58.9
- While Commut- ing	1.8	1.9	3.1	2.8		2.2
- Varies	29.9	30.6	29.8	30.1		29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	8.0	5.9	5.8	4.7		7.0
- Frequently	13.8	11.9	12.8	11.6		13.2
- Occasionally	48.0	49.2	46.4	45.4		47.4
- Never	30.2	33.0	35.0	38.3		32.4
Rate Topical and Job Mart w.r.t. Info on OPS Acti- vities, People and Programs as						
- Excellent	9.2	5.9	7.4	8.9		8.4
- Good	63.9	59.6	58.7	55.3		61.3
- Fair	25.0	31.6	30.9	32.2		27.9
- Poor	1.9	2.9	3.0	3.6		2.4

LANGUAGES SPOKEN OTHER THAN ENGLISH

About 12% of respondents are French speaking while 20% speak a language other than French or English. Respondents speaking English only represent 68% of the total. Variations in patterns of reader use and interest are not pronounced with the exception that multilingual respondents write more often to the editor.

Table 7(B) - Reader Use and Interest of Topical
and Job Mart by Negotiating Status

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY NEGOTIATING STATUS					OVERALL PERCENTAGE OF RESPONDENTS
	Bar- gaining	Non Bar- gaining	Not Sure			
Reading Topical and Job Mart	97.5	97.6	92.3			97.1
Writing to the Editor	2.4	2.4	1.3			2.3
Advertising Successfully in Focal Point	54.8	57.4	59.7			55.9
Answering Ad Successfully in Focal Point	51.9	56.5	50.6			53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	46.2	56.7	49.5			49.7
- 15 to 30	43.4	37.0	38.4			41.0
- 30 to 40	6.7	4.3	6.6			5.9
- More	1.2	0.5	0.7			1.0
- Don't know	2.6	1.4	4.8			2.4
Read Topical and Job Mart						
- At Home	9.2	8.0	8.9			9.0
- At Work	59.8	57.6	58.9			58.9
- While Commut- ing	1.7	3.0	2.0			2.2
- Varies	29.2	31.5	30.3			29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	7.5	5.6	6.4			7.0
- Frequently	12.7	14.0	11.6			13.2
- Occasionally	47.7	47.3	46.0			47.4
- Never	32.1	33.0	36.0			32.4
Rate Topical and Job Mart w.r.t. Info on OPS Acti- vities, People and Programs as						
- Excellent	7.7	9.4	7.1			8.4
- Good	61.4	61.2	62.6			61.3
- Fair	28.7	26.6	27.1			27.9
- Poor	2.2	2.7	3.2			2.4

Table 8 (B) - Reader Use and Interest of Topical and Job Mart by Languages Spoken Other Than English

PERCENTAGE OF RESPONDENTS	RESPONDENTS BY LANGUAGES SPOKEN					OVERALL PERCENTAGE OF RESPONDENTS
	French	Other	None			
Reading Topical and Job Mart	97.3	98.1	97.0			97.1
Writing to the Editor	3.2	2.8	2.0			2.3
Advertising Sucessfully in Focal Point	59.7	58.6	53.7			55.9
Answering Ad Sucessfully in Focal Point	56.8	53.3	53.5			53.8
Time Spent Reading Topical and Job Mart (Minutes)						
- 15 or less	50.9	49.8	49.7			49.7
- 15 to 30	40.0	40.8	41.1			41.0
- 30 to 40	6.6	5.4	5.9			5.9
- More	0.9	1.1	0.9			1.0
- Don't Know	1.5	2.9	2.4			2.4
Read Topical and Job Mart						
- At Home	8.7	10.5	8.4			9.0
- At Work	60.0	53.4	60.6			58.9
- While Commuting	2.6	2.8	1.9			2.2
- Varies	28.8	33.3	29.2			29.9
Bring Topical and Job Mart Home Where Read by Family						
- Always	6.3	9.4	6.3			7.0
- Frequently	13.8	14.4	12.5			13.2
- Occasionally	43.1	51.3	47.3			47.4
- Never	36.7	24.9	33.9			32.4
Rate Topical and Job Mart w.r.t. Info on OPS Activities, People and Programs as						
- Excellent	8.7	9.2	8.0			8.4
- Good	59.5	60.4	62.0			61.3
- Fair	29.3	27.5	27.7			27.9
- Poor	2.6	2.9	2.3			2.4

Table T1

Testing Validity of Sample of Respondents
Who Read Topical and Job Mart

READER PROFILE VARIABLES	Percentage of Respondents in Sample	Percentage of Civil Servants	Number of Respondents in Sample - f_i	Expected Number of Respondents in Sample - F_i	Difference $f_i - F_i$
AGE					
Less than 25 years	9.3	8.8	1,160	1,091	69
25 to 34 years	37.9	31.0	4,727	3,864	863
35 to 44 years	20.9	21.7	2,606	2,702	- 96
45 to 54 years	19.1	20.8	2,382	2,598	- 216
More than 55 years	12.8	17.8	1,596	2,216	- 620
SALARY					
Less than \$7,000	1.3	0.2	162	20	142
\$7,000 to \$9,999	12.7	9.4	1,584	1,171	413
\$10,000 to \$14,999	35.2	45.7	4,390	5,697	-1,307
\$15,000 to \$19,999	26.3	27.6	3,280	3,436	- 156
More than \$20,000	24.5	17.2	3,055	2,148	907
LENGTH OF SERVICE					
Less than 2 years	11.5	9.6	1,434	1,201	233
2 years to 5 years	27.4	21.3	3,417	2,651	766
6 years to 10 years	27.0	30.3	3,367	3,774	- 407
More than 10 years	34.1	38.9	4,253	4,845	- 592
SEX					
Male	58.0	60.7	7,233	7,574	341
Female	42.0	39.3	5,238	4,897	- 341
JOB LOCATION					
Metro Toronto	44.5	41.0	5,550	5,113	437
Rest of Ontario	55.5	59.0	6,921	7,358	- 437
STAFFING GROUP					
Regular	94.3	89.4	11,303	10,718	585
Probationary	5.7	10.6	680	1,265	- 585
NEGOTIATING STATUS					
Bargaining Unit	64.3	72.2	7,272	8,167	- 895
Non-Bargaining Unit	35.7	27.8	4,041	3,146	895

Table T2

Testing Validity of Sample of Respondents
Who Do Not Read Topical and Job Mart

READER PROFILE VARIABLES	Percentage of Respondents in Sample	Percentage of Civil Servants	Number of Respondents in Sample - f_i	Expected Number of Respondents in Sample - F_i	Difference $f_i - F_i$
AGE					
Less than 25 years	11.4	8.8	42	33	9
25 to 34 years	42.0	31.0	156	115	41
35 to 44 years	18.5	21.7	69	81	- 12
45 to 54 years	19.6	20.8	73	77	- 4
More than 55 years	8.5	17.8	32	66	- 34
SALARY					
Less than \$7,000	3.5	0.2	13	1	12
\$7,000 to \$9,000	9.3	9.4	34	35	- 1
\$10,000 to \$14,999	26.4	45.7	98	170	- 72
\$15,000 to \$19,999	31.9	27.6	119	103	16
More than \$20,000	29.0	17.2	108	64	44
LENGTH OF SERVICE					
Less than 2 years	16.5	9.6	61	36	25
2 years to 5 years	27.5	21.3	102	79	23
6 years to 10 years	19.1	30.3	71	113	- 42
More than 10 years	37.0	38.9	138	145	- 7
SEX					
Male	66.0	60.7	246	226	20
Female	34.0	39.3	126	146	- 20
JOB LOCATION					
Metro Toronto	26.0	41.0	97	153	- 56
Rest of Ontario	74.0	59.0	275	219	56
STAFFING GROUP					
Regular	90.5	89.4	297	293	4
Probationary	9.5	10.6	31	35	- 4
NEGOTIATING STATUS					
Bargaining Unit	64.8	72.2	186	207	- 21
Non-Bargaining Unit	35.2	27.8	101	80	21



**Please turn this page.
Start at question #1.**

Question 12 (cont'd)

Please check only one of the following so that we can establish a reader profile. Put your (✓) in the appropriate box in question 12.



Please circle the appropriate box.

1.	Do you read <i>topical</i> and <i>job mart</i> ? If 'no', please proceed to question 12 and complete the readership profile section of the survey.	Yes <input type="checkbox"/> 1	No <input type="checkbox"/> 2	1			
2.	Should <i>topical</i> increase or decrease coverage of the items listed below:						
	(a) News articles on employee benefits, salary changes, employee counselling, training course opportunities	More <input type="checkbox"/> 1	Less <input type="checkbox"/> 2	As Is <input type="checkbox"/> 3	2		
	(b) Feature articles about various programs in ministries and the employee involved, including material on government operated or subsidized establishments, i.e., School for the Deaf, McMichael Art Gallery, Agricultural Colleges.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	3		
	(c) Articles on management/OPSEU labor negotiations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	4		
	(d) Articles in the French language	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	5		
	(e) Specific articles — (i) Letters to the Editor	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	6		
	(ii) Wry & Ginger	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	7		
	(iii) Cartoons	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	8		
	(iv) Women on the Move	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	9		
	(v) Focal Point	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	10		
	(vi) Senior staff appointments	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	11		
	(vii) Job Advertisements	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	12		
3.	How do you rate <i>topical</i> as a source of information about activities, people and programs in the Ontario Public Service (OPS)?	Excellent <input type="checkbox"/> 1	Good <input type="checkbox"/> 2	Fair <input type="checkbox"/> 3	Poor <input type="checkbox"/> 4	13	
4.	Does <i>topical</i> "get around the province" enough, i.e., is there a proper balance of material that includes activities, people, programs in your community or area of the province?	Yes <input type="checkbox"/> 1	No <input type="checkbox"/> 2			14	
5.	Do the job advertisements in <i>topical</i> and <i>job mart</i> satisfy you in these areas?	Always <input type="checkbox"/> 1	Usually <input type="checkbox"/> 2	Seldom <input type="checkbox"/> 3		15	
	(a) Written so that you understand the job function	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3		16	
	(b) Tell you whether or not you are qualified	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3			
6.	Have you ever written a letter to the editor of <i>topical</i> or <i>job mart</i> if you felt strongly about a subject or just wished to comment on some story or article?	Yes <input type="checkbox"/> 1	No <input type="checkbox"/> 2			17	
7.	What use have you made of Focal Point? (If not used, go to Question 8.)	Successfully <input type="checkbox"/> 1	Unsuccessfully <input type="checkbox"/> 2			18	
	(a) Advertised	<input type="checkbox"/> 1	<input type="checkbox"/> 2			19	
	(b) Answered ad and was	<input type="checkbox"/> 1	<input type="checkbox"/> 2				
8.	<i>topical</i> is published the 2nd and 4th Friday of each month; <i>job mart</i> is published the 1st and 3rd Friday and the 5th Friday in those months having a fifth Friday, e.g., March. When do these publications arrive at your location?	Friday (same day as publication) <input type="checkbox"/> 1	Monday <input type="checkbox"/> 2	Tuesday <input type="checkbox"/> 3	Wednesday <input type="checkbox"/> 4	Thursday <input type="checkbox"/> 5	20
		Friday (one week later) <input type="checkbox"/> 6	Later <input type="checkbox"/> 7	Don't know <input type="checkbox"/> 8			

9. How much time do you usually spend reading *topical* and *job mart*? (answers designate minutes)

- 15 or less ☐ 1 15 to 30 ☐ 2
30 to 40 ☐ 3 More ☐ 4
Don't know ☐ 5

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10. Where do you read these publications?

- Work ☐ 1 Home ☐ 2
While commuting ☐ 3 Varies ☐ 4

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11. Do you take *topical* and *job mart* home and does your family read them?

- Always ☐ 1 Frequently ☐ 2
Occasionally ☐ 3 Never ☐ 4

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12. Reader profile section

By Area #1,2,3,4,5,6,7,8,9

(a) In which area of the province do you work?*

* Please refer to the map on the reverse side and enter the number in the box above. Metro Toronto is designated as number 7

24

(b) What is your position?

- Bargaining Unit ☐ 1 Non-bargaining Unit ☐ 2 Not Sure ☐ 3

25

(c) What is your age bracket?

- Under 25 ☐ 1 25 to 35 ☐ 2 35 - 44 ☐ 3
45 to 54 ☐ 4 55 and over ☐ 5

26

(d) What is your salary bracket?

- Less than \$7,000 ☐ 1 7,000 to 9,999 ☐ 2
10,000 to 14,999 ☐ 3 15,000 - 19,999 ☐ 4
\$20,000 and over ☐ 5

27

(e) What is your staff group?

- Regular ☐ 1 Probationary ☐ 2 Other ☐ 3

28

(f) How long have you worked for the OPS? (answers designate years)

- Less than 2 ☐ 1 2 to 5 ☐ 2
6 to 10 ☐ 3 More than 10 ☐ 4

29

(g) What is your sex?

- Male ☐ 1 Female ☐ 2

30

(h) What languages do you speak other than English?

- French ☐ 1 Other ☐ 2 None ☐ 3

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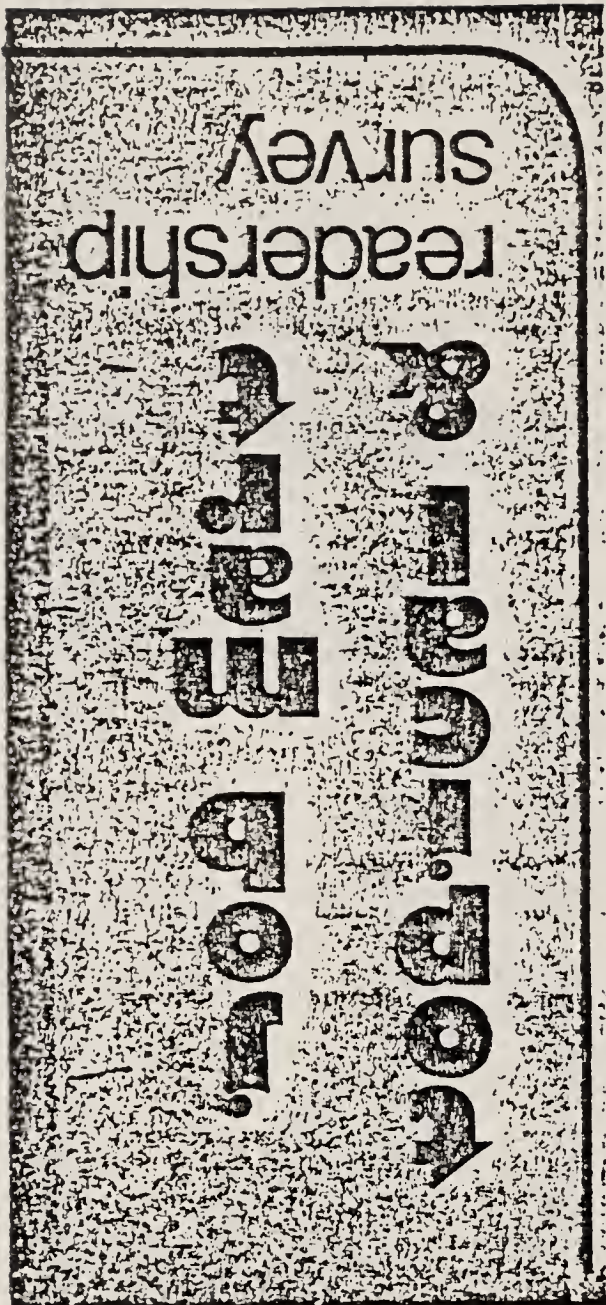
(i) What education do you have?

- High School ☐ 1 Community College ☐ 2
University ☐ 3 Post graduate studies ☐ 4

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If your answer to question one — Do you read *topical* is 'NO' — please use the space below to tell us why.

Do you have any additional comments/suggestions?



.. If you wish to be eligible for the Provincial Lottery draw, sign below. Thank you for your co-operation in completing this survey.

What is your name and home address? Please print or type. (..)

job mart

topical

What do you like about these publications?

What do you dislike?

For instance, are we too heavy on particular themes or stories and too light on others? Is your area of the province receiving enough news coverage? Do you receive these publications in time to apply for the various job opportunities? Are the jobs explained in sufficient detail so that you can determine whether or not you are qualified?

We'll never know unless you tell us and that's what this topical/job mart readership survey is all about. You tell us what you like and dislike and then we'll attempt to give you the best possible publications.

And for helping us with this survey, you could be one of Canada's next millionaires. Everyone who chooses to sign this form with name and home address will be eligible for a Provincial Lottery ticket draw for 200 tickets to be held at the conclusion of the survey.

Thank you very much for your co-operation.

Peter Enright

Peter Enright
Editor, topical

Gaye Ward

Gaye Ward
Editor, job mart

Please return this completed readership form by May 4, 1978 via your ministry mailing system to:

topical/job mart Readership Survey
Civil Service Commission
Parliament Buildings
Queen's Park
Toronto, Ontario
M7A 1Z5

APPENDIX 3

Ancillary Data on Characteristics of Ontario Civil Servants

Note: Input delays and miscoding will make this somewhat inaccurate.

Bargaining	50026
Non Bargaining	- 19270

Age	< 25	:	6061
	25-34	:	21471
	35-44	:	15015
	45-54	:	14438
	> 55	:	12311

Salary	< 7000	:	112
	> 7-9999	:	6506
	10-14999	:	31656
	15-19999	:	19088
	> 20000	:	11934

Appointment Type (staff group)

Regular	61979
Probationary	7317

Length of Service	< 2	:	6673
	2-5	:	14732
	6-10	:	20967
	> 10	:	26924

Sex	Male:	42085
	Female:	27211

Civil
Service
Commission

Queen's Park
Toronto Ontario
M7A 1Z5

Distribution of Civil Servants

1. Extracted from 1971 Report, "Decentralization of Government Administration" (Misc.Publications).

<u>Total</u>	<u>Metro</u> Head Off.	<u>Other</u>	<u>Eastern</u>	<u>Central</u>	<u>W.Central</u>	<u>South Western</u>	<u>Northern</u>
#65,917	19,841	7,207	7,894	8,424	4,839	8,862	9,146
100%	30%	11%	12%	13%	7%	13%	14%

2. Developed by canvassing Ministries (based on the 5 Planning Regions - T.E.I.A., separating the Metropolitan Toronto area from the Central Region).

<u>Total</u>	<u>Metro</u>	<u>S.Eastern</u>	<u>Central</u> (Less Metro)	<u>S.Western</u>	<u>N.Western</u>	<u>N.Eastern</u>
72,490	23,701	12,435	14,026	13,447	4,167	4,714
100%	33%	17%	19%	18%	6%	7%

ihj/lp

September 3, 1975.

JL/261/.A25/.T66/1978
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